



ND Teens Traffic Safety - Video or Billboard Challenge – Rules

Sponsored by ND Department of Transportation

Background Information

Traffic crashes are the leading cause of death for teenagers. In 2011, there were 30,963 teenage drivers ages 14-19. On average, teen drivers were involved in 9 crashes per day.

Your Job

Create and produce a 30-second video or create a billboard about the topic of **seat belt safety**.

Complete and submit your signed entry form along with your video or billboard entry to North Dakota Department of Transportation (NDDOT) office in Bismarck by September 30, 2013.

Topics and Ideas

Seat belt use: seat belts save lives. Did you know in a 30 mile per hour crash, an unbelted 160 pound person can strike another passenger, get ejected through the window, or slam into the car's interior with up to 4,800 pounds of force? There is no way you can brace yourself against that much force. Explain the significance of buckling up, every trip, every time.

Get a different perspective. Interview a police officer, crash victim, or a friend to get a personal take on the topic. Use different perspectives to present your message. Discuss the repercussions of your chosen topic, give the cold hard facts and then put things into perspective.

Rules

- North Dakota middle school or high school students ages 14-19 (as of September 1, 2013) and enrolled in a North Dakota school.
- Students must create and produce the TV or billboard spot on their own, without creative/production/technical assistance from adults or professionals.
- May submit only one entry per TV PSA or billboard as an individual or a group of no more than 5 students.
- Must use the "Think About It" logo (see above).
- Submit video as a full-quality/full-frame production and put on DVD. Save video spots as an .mpeg or .mov file for email submission in case the DVD does not function. Video submissions must be in high definition.
- Submit billboard as a .jpeg or .pdf and put on a CD. Billboard submissions must be in high resolution.
- Student or group names should appear directly on the surface of the DVD or CD when submitted.
- Video longer than 30-seconds or containing inappropriate language will be disqualified.
- Artwork **MUST** be original: stickers, stencils, computer generated art, etc. may be used to create the original work. Any artwork purchased or downloaded from a website or software program used in the overall design gathered from an outside source must be credited to the outside source. A link must be provided for any downloaded artwork from a website or software program.
- Any materials such as print, recorded music, photographic, or electronic materials must be **original works**. Materials can not violate trademarks, copyrights, and /or rights of privacy or publicity; applicable federal, state, and local laws, rules and regulations must be complied with; and rights of the materials have not been previously given to other people, organizations, or businesses. If artwork is purchased, list source where it was purchased. If entries contain copyrighted, branded, and/or trademarked materials without proper written permission, they will be disqualified.
- The TV PSA DVD or Billboard CD must be postmarked or at NDDOT office by deadline or it will be disqualified.

Awards (distributed by October 16, 2013)

TV PSA

First place: The winning video will be seen at the Carmike Movie Theatres across the state for one year and will be shown on local television stations for approximately one week.

Billboard

First place: The winning billboard will be placed on billboards across the state for one month.

Judging

Video and Billboard campaigns will be judged by state traffic safety officials, Youth Advisory Committee and advertising professionals. Spots will be judged based on the ability to creatively, originally and successfully communicate and promote the importance of traffic safety

50% - Persuasive, creativity, informational, accuracy of information

25% - Script, coherence, visual design

25% - Correct formatting

Entry Form

Download the Video or Billboard Campaign entry form at:

<http://www.dot.nd.gov/divisions/safety/contest/docs/registration.pdf>

Important Safety Notice

Safety during the project should be the highest priority. For any shots of drivers/passengers riding in a moving vehicle, all traffic laws must be adhered to and all drivers and passengers must be buckled up.

NDDOT takes no responsibility and assume no liability for any omissions, acts or damages that may result from the preparing of materials to submit to this contest. NDDOT emphasizes the fact that teen producers should safely conduct their projects and avoid potentially dangerous production situations that put crew, actors or the public at risk. To assure the safety of the participants, adult supervision is strongly encouraged.

Additional Contest Rules

- The contest committee and/or the NDDOT are not responsible for lost, late or misdirected mail; printing errors, server unavailability; or computer or any other electronic or telecommunications malfunctions.
- All entries received that are mutilated, tampered with, illegible, or from ineligible entrants will be void. All entries for the ND Teen Traffic Safety Contest will become and remain the property of the NDDOT and will not be returned.
- The NDDOT is not liable for any lost or stolen entries, prizes or contest information.
- By participating in the contest, participants agree to be bound by the decision of contest committee. The contest committee reserves the right to disqualify any participant or winner and may refuse to award any prize to a person who is ineligible or has violated any rule, gained unfair advantage in participating in the contest, or obtained winner status using fraudulent means. The contest committee will interpret these rules and resolve any disputes, conflicting claims or ambiguities concerning the rules or the contest and contest committee decisions concerning such disputes shall be final. If the conduct or outcome of the contest is affected by human error, any mechanical, technical, electronic, communications, telephone, computer, hardware or software errors, malfunctions or failures of any kind, intentional interference or any event beyond the control of the contest committee, the contest committee reserves the right to terminate this contest, or make such other decisions regarding the outcome as the contest committee deem appropriate. All decisions will be made by the contest committee and are final. The contest committee may waive any of these rules using their sole discretion.
- The contest committee reserves the right to withdraw or terminate this contest at any time without prior notice.

Any questions about the contest can be emailed to dot@nd.gov with Teen Contest written in the subject line of the email or call Carol Thurn at 328-4354.